



The Culture and Rewards of Recognition

Employees respond to appreciation expressed through recognition of their good work because it confirms their work is valued by others.

When employees and their work are valued, their satisfaction and productivity rises, and they are motivated to maintain or improve their good work.



Go to a theater production, an opera or a concert and fans whistle, clap, stand and applaud in recognition of their enjoyment and appreciation of a great performance. Same is true at professional sporting events, the Olympics and even at the soccer fields and baseball diamonds. Winners are recognized throughout each organization; best RBI's, most goals, best defense - there are recognition and awards at every turn.



**Building Industry Association
of San Diego County**

Sales & Marketing Council

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membership/smc](http://www.biasandiego.org/membership/smc)

Trickle Up and Trickle Down Effects of Recognition



Within the building industry, opportunities for recognition abound at many levels. San Diego BIA President, Borre Winckel was recently awarded recognition and a medal with his induction into San Diego's Hall of Fame for his outstanding contributions to the Building Industry. A proud and well-deserved moment of recognition and applause for Borre to be sure. But the feelings of joy, enthusiasm and impressiveness of the award did not stop with Borre and his family. Instead, there was a trickle down of pride and sense of accomplishment to the entirety of the San Diego BIA family. Our leader won. Our leader was recognized. Our leader is great. Our organization is great. We must be great too; after all, our leader is one of us.

“People work for money but go the extra mile for recognition, praise and rewards.”

Dale Carnegie

The trickle down from awards and recognition is increased productivity and results.

Such is the result with every award and opportunity that recognizes achievement within our industry. One person or team may be receiving the award, but it is understood by all that in our industry, achievements are a group effort. We all share in the success and know we all played a part in it.

Appreciation is a fundamental human need. Employees respond to appreciation expressed through recognition of their good work because it confirms their work is valued by others. When employees and their work are valued, their satisfaction and productivity rises, and they are motivated to maintain or improve their good work. “

Cutting Edge (<https://cuttinggepr.com>)

Who among us does not want their team members and employees to “go the extra mile”?

One has to ask, if recognition, praise and rewards propel people to “go the extra mile” what business or team leader would not support an awards program?

SKEPTICS

According to The Balance, a Human Resources firm, (<https://www.thebalance.com/how-to-provide-recognition-that-motivates-employees-1919056>) recognition programs can be motivational for both those receiving the recognition and their coworkers, if done effectively and fairly. Awards cannot be based on popularity, or on a “it’s their turn basis” to achieve the desired impact of improved performance and motivation.

If people believe that there is not fair play in place, if there is not established

criteria for each award winner, then the benefits of the award/recognition program can be less than beneficial and result in team members not wanting to engage results in skepticism of the awards program in total, according to The Balance.

Non-winners may find it easy to join the crowd of skeptics who view every award as a political appointment rather than one of professional achievement. It’s an easy position to take, but in the new home industry today, nothing could be further from the truth.





Fair Play in Place

Today's local BIA, SMC, ICON, SoCal and Nationals awards programs are run professionally and are judged by those without a horse in the race. These awards are earned, not appointed. Much of the credibility in the National and ICON awards programs has been reestablished by the implementation of third party judging through award program gurus Lisa and Shane Parrish of TeamPMP (TeamPMP.com) who coordinate these events and demand the importation of out of area industry professionals to evaluate award submissions. Having participated as a judge in the San Francisco/Bay Area awards program, I know first hand that there is not favoritism nor funny business in judging through TeamPMP.

On a local level, our own SMC has established a set criteria for awards applications which are judged by a committee pledged to fairness when reviewing applications for the Quarterly Sales Achievement and Most Valuable Team Player awards.



2017 ICON Award Winners with their teams

A case in point that further dispels the myth that there are unknown shadows at play with regard to awards, we must consider the path of Meridian Communities. Some of you may remember the frequency at which the words “EVO, TRIO & METRO” were resounded at the 2017 ICON awards. It was truly astonishing to see this little start up company have the opportunity to address the audience from the award podium that evening. Attached Community of the Year, Sales Office Environment, Best Architecture, Advertising and Best Sales Team. This was not a rigged awards show, it was the voting of the out of town judges that made those decisions. And, by some an even more astonishing event, was their win as Best Attached Community of the Year at the SoCal Awards. Now when was the last time that happened? A San Diego (actually Chula Vista) community winning at SoCal? And then finally at the National level,

a Silver Award for Meridian Communities, Evo, Trio and Metro.

The effects of the awards are still in play today as Meridian Communities’ principals firmly channeled the reasons for the award-winning season not on themselves, but on the people within their company who made the community the award winner of the season. The superintendents and customer service teams, the contractors, the marketing and sales personnel, the merchandisers, the procurement people, the accounting and development teams, the architect, the take out lending team, just to name a few key players. All had a pep in their step and a level of pride in their company knowing that what they contribute and produce matters. All as a result of the awards. Truly a team basking in the glow of recognition.

A person who is appreciated will always do more than what is expected.

Are you engaging your team regularly to help reach your company goals? Are you encouraging their success through recognition programs within the Building Industry Association? There are many opportunities to show your team that you appreciate them by sharing in the glory of an award. Be sure you and your sales and marketing professionals join SMC and participate in the Quarterly Sales Achievement and MVTP (Most Valuable Team Player) awards. Enter your products and people in San Diego BIA’s Icon Awards and the National Sales and Marketing Council (NSMC) “The Nationals” awards program.

Regardless of who actually wins each award, your efforts in making award submissions on behalf of your teams and your products will speak volumes to those who work for you, from your appreciation of their efforts to lead to spectacular achievements, great revenue results and impressive customer reviews. Like an applause riddled standing ovation, award nominations show your field team your pride in their accomplishments as well as provide an encouragement to keep going!



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Meet the Author

Lori Asaro is a 25 year veteran of new home sales and marketing with hundreds of new home communities sold throughout San Diego Imperial and South Riverside Counties, under her watch. She and her teams are the proud recipients of dozens of sales achievement awards and most recently, Lori was recognized as BIA Marketing Professional of the Year at ICON 2015 Awards, Silver Award winner at The Nationals in 2016 and manager of the 2017 BIA ICON Sales Team of the Year.

Lori is Sr. Vice President at Ultimate New Home Sales and Marketing, Inc. and is currently managing new homes teams and communities throughout San Diego and Imperial Counties.

Lori is very passionate about the new homes industry and is serving as 2018 BIA/Sales and Marketing Council President, Board member of BuildSD Pac, and participating in the YGen Council through it's Mentor/Mentee program. Additionally, Lori will be visiting Charlotte, North Carolina in March to serve on the out of area panel of judges for Charlotte's Mame Awards.

We're looking for experts like you!

Have a whitepaper you'd like to share or write for the SMC? Contact our chair Chaz Hinz at gosmcsandiego@gmail.com and provide your name, contact information, and subject matter for consideration.

- Don't worry about formatting, we'll do that for you.
- Write about something you know.
- It should be educational, but still engaging.
- 1,000 words is ideal for this purpose.
- Provide citations if referencing other material.
- Provide links.
- Add pictures.
- Provide a Bio and your picture.

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